

## ABSTRACT

A system and method of supporting the design management development of a packaging prototype and the production and manufacturing of packaging based on the packaging prototype where a communication platform is created between a design manager, a separator, a designer and a printer. The communication platform involves having a Protocol, a P3 or Production Planned Prototype and a Plan. The Protocol involves understanding objectives, providing baseline expertise, exploring opportunities and identifying obstacles or problems. The Production Planned Prototype or P3 emulates the specific print process chosen for final production and the Plan provides a print sample, black and white progressive proofs, production specifications, key learnings, color swatches and digital support files.